Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method of tracking user interaction with an input element of a printed publication using a sensing device and a computer system, the method comprising the steps of, in the computer system:

         printing, using a printer operatively connected to the computer system, the publication.

————the printed publication having disposed therein or thereon human-readable information and machine-readable coded data, the human-readable information and machine-readable coded data having been printed by the said printer, the human-readable information being indicative, to a user, of the input element, portions of the machine-readable coded data being indicative of their own position relative to the printed publication, the computer system storing an electronic description of the printed publication and an association between the input element and an associated entity,

         receiving, from a sensing device, indicating data,

————the sensing device being adapted to sense at least some of the coded data when placed in an operative position relative to the printed publication and to generate indicating data using at least some of the sensed coded data, the indicating data being indicative of at least one of a position and a movement of the sensing device relative to the printed publication; and,

         ~~the method comprising the steps of, in the computer system:~~

————   ~~receiving the indicating data from the sensing device; and~~

         identifying, from the indicating data and the electronic description, whether the user has selected the input element using the sensing device and, if so, notifying the associated entity of the selection.

2.   (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

(a)   an advertiser;

(b)   a merchant;

(c)   a printer provider; and

(d)   a publisher.

3.   (Previously Presented) The method of claim 2, wherein the input element is selected from the group consisting:

(a)   a button;

(b)   a hyperlink; and

(c)   an input field.

4.   (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

(a)   an advertiser computer system;

(b)   a merchant computer system;

(c)   a printer provider computer system; and

(d)   a publisher computer system.

5.   (Original) The method of claim 1, wherein the printed publication comprises a plurality of pages and wherein the coded data is further indicative of an identity of the page of the printed publication that the coded data is disposed in or on.

6.   (Original) The method of claim 1 or 5, further comprising the step of, in the computer system, calculating a payment associated with the selection of the input element.

7.   (Original) The method of claim 6, wherein the step of notifying the associated entity comprises notifying the associated entity of the payment associated with the selection of the input element.

8.   (Currently Amended) A system for tracking user interaction with an input element of a printed publication, ~~the printed publication having disposed therein or thereon human-readable information and machine-readable coded data, the human-readable information being indicative, to a user, of the input element, portions of the machine-readable coded data being indicative of their own position relative to the printed publication,~~

the system comprising a computer system adapted to:

<u>print, using a printer operatively connected to the computer system, the publication, the printed publication having disposed therein or thereon human-readable information and machine-readable coded data, the human-readable information and machine-readable coded data having been printed by the said printer, the human-readable information being indicative, to a user, of the input element, portions of the machine-readable coded data being indicative of their own position relative to the printed publication,</u>

store an electronic description of the printed publication and an association between the input element and an associated entity,

receive indicating data from a sensing device, the sensing device being adapted to sense at least some of the coded data when placed in an operative position relative to the printed publication and to generate indicating data using at least some of the sensed coded data, the indicating data being indicative of at least one of a position and a movement of the sensing device relative to the printed publication, and

identify, from the indicating data and the electronic description, whether the user has selected the input element using the sensing device and, if so, the computer system is adapted to notify the associated entity of the selection.

9.   (Previously Presented) The system of claim 8, wherein the associated entity is selected from the group consisting:

(a)   an advertiser;

(b)   a merchant;

(c)   a printer provider; and

(d)   a publisher.

10.   (Previously Presented) The system of claim 9, wherein the input element is selected from the group consisting:

(a)   a button;

(b)   a hyperlink; and

(c)   an input field.

11.   (Previously Presented) The method of claim 8, wherein the associated entity is selected from the group consisting:

(a)   an advertiser computer system;

(b)   merchant computer system;

(c)   a printer provider computer system; and

(d)   a publisher computer system.

12.   (Original) The system of claim 8, wherein the printed publication comprises a plurality of pages and wherein the coded data is further indicative of an identity of the page of the printed publication that the coded data is disposed in or on.

13.   (Original) The system of claim 8 or 12, the computer system being configured to calculate a payment associated with the selection of the input element.

14.   (Original) The system of claim 13, the computer system being configured such that notifying of the associated entity comprises notifying the associated entity of the payment associated with the selection of the input element.